

authored for distribution via a physical medium and automatically author a user interface based upon the object model; and

wherein the content authoring system is configured to pack the multimedia content into at least one container file.

32. The system of claim **31**, wherein the interactive multimedia content is authored in accordance with the DVD-Video specification.

33. The system of claim **31**, wherein the interactive multimedia content comprises a plurality of files including at least one IFO file containing tables describing objects within the interactive multimedia content and at least one VOB file containing multimedia content and navigation information.

34. The system of claim **33**, wherein the content authoring system being configured to build an object model of interactive multimedia content authored for distribution via a physical medium comprises the content authoring system being configured to parse the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content.

35. The system of claim **34**, wherein the content authoring system being configured to parse the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises the content authoring system being configured to identify program chains within the interactive multimedia content.

36. The system of claim **35**, wherein the content authoring system being configured to identify program chains within the interactive multimedia content further comprises the content authoring system being configured to identify cells within at least one VOB file associated with a program chain.

37. The system of claim **34**, wherein the content authoring system being configured to parse the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises the content authoring system being configured to identify navigation information within the interactive multimedia content.

38. The system of claim **33**, wherein the content authoring system being configured to automatically author a user interface based upon the object model comprises the content authoring system being configured to generate at least one HTML5 page using the object model.

39. The system of claim **38**, wherein the content authoring system being configured to automatically author a user interface based upon the object model further comprises the content authoring system being configured to generate at least one JavaScript file associated with the at least one HTML5 page using the object model.

40. The system of claim **39**, wherein:

the content authoring system being configured to parse the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises the content authoring system being configured to identify program chains within the interactive multimedia content; and

the content authoring system is configured to generate at least one HTML5 page per program chain.

41. The system of claim **39**, wherein:

the content authoring system being configured to parse the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises the content authoring system being configured to identify navigation information within the interactive multimedia content; and

the content authoring system is configured to use the navigation information to generate JavaScript within the JavaScript file.

42. The system of claim **31**, wherein the interactive multimedia content is authored in accordance with the BD-ROM specification.

43. The system of claim **42**, wherein the interactive multimedia content comprises a plurality of files including:

an index.bdmv file describing titles and Movie Objects within the interactive multimedia content;

an MovieObject.bdmv file containing information concerning at least one Movie Object; and

at least one Clip AV stream file with an associated Clip Information File.

44. The system of claim **43**, wherein the content authoring system being configured to build an object model of interactive multimedia content authored for distribution via a physical medium comprises the content authoring system being configured to parse the index.bdmv file, the MovieObject.bdmv file and the at least one Clip AV stream file and associated Clip Information File to build an object model for the interactive multimedia content.

45. The method of claim **44**, wherein the content authoring system being configured to parse the at least one Clip AV stream file and associated Clip Information File comprises the content authoring system being configured to identify Button Objects.

46. The method of claim **42**, wherein the content authoring system being configured to automatically author a user interface based upon the object model comprises the content authoring system being configured to generate at least one HTML5 page using the object model.

47. The system of claim **31**, wherein the content authoring system is configured to transcode at least a portion of the multimedia content and pack the transcoded multimedia content into at least one container file.

48. The system of claim **47**, wherein the content authoring system being configured to transcode at least a portion of the multimedia content comprises the content authoring system being configured to transcode at least a portion of the video content to reduce the size of the video content.

49. The system of claim **47**, wherein the content authoring system being configured to transcode at least a portion of the multimedia content comprises the content authoring system being configured to transcode at least a portion of the video content into a plurality of streams having different bitrates.

50. The system of claim **47**, wherein the content authoring system being configured to transcode at least a portion of the multimedia content using comprises the content authoring system being configured to convert subtitles to text.

51. The system of claim **47**, wherein the content authoring system being configured to pack the transcoded multimedia content into at least one container file comprises the content authoring system being configured to multiplex at least one video stream and at least one audio stream into at least one container file.

52. The system of claim **47**, wherein:

the content authoring system being configured to transcode at least a portion of the multimedia content comprises the content authoring system being configured to transcode at least a portion of the video content into a plurality of streams having different bitrates; and

the content authoring system being configured to pack the transcoded multimedia content into at least one con-